The Host Town Initiative

Secretariat of the Headquarters for the Tokyo 2020 Olympic and Paralympic Games, Cabinet Secretariat
Host town supports your teams to perform great in Tokyo!

Host Town will

◆ Host pre-games training camps (optional)

◆ Cheer your teams at Tokyo 2020

◆ Welcome your visits before/after the games to have exchanges with various events and warm hospitality

We fully support your teams!
Exchanges through Host Town

Exchange with athletes taking part in the Tokyo 2020 Games

- Training camps/Pre-games camps (optional)
- Sports workshop, cultural events, to interact with school kids/local residents
- Enjoy local foods and culture
- Relaxed exchanges after the games

Exchange with people related to participating country

- Invite guests from the counterpart countries, embassy, etc.
- Learn the country's history and culture
- Exchanges among children/students – culture, food, etc.
- Participate in mutual festivals and events

Registrations : 310, Total number of entities : 381, Counterpart countries/regions : 121
Series of Exchanges

Before 2020
Training camps/
Various exchanges

Pre-games
Pre-games
adjustment camp

During games
Cheer your team at
the stadium/PV

Post-games
Exchanges with athletes, students, citizens
in culture, education, economy...

Beyond 2020

Tokyo 2020 Games

Exchanges with athletes, students, citizens
in culture, education, economy...
Benefits to have Host Town

◆ Promotion of your country to Japan/World
  ✓ More opportunity to be exposed to Japanese/world media
  ✓ Increase your country’s publicity to Japan/to the world

◆ Deepen mutual understanding through grass-roots exchanges
  ✓ More people become a fan of your country
  ✓ Experience unique culture of Japanese local towns

◆ Long-lasting exchange between your country and Host Town
  ✓ Great opportunity to deepen cultural and economical exchanges and to develop long-term relationship
Scheme of Host Town Initiative

Participating country/region

NOC
NPC
NF

Athletes
Embassy
Citizen

Athletes visit Host Town before/after games

Agreement to send athletes/have exchanges

Japan

Cabinet Office

Apply for Host Town
Register as Host Town

Local Government

Citizen

Host Town

Exchanges in various fields
Ethiopia is hosted by Kasama city, Ibaraki prefecture. Ethiopian junior athletes visited Kasama city to participate in Host Town activities. Joint team of Ethiopian junior athletes and Japanese junior athletes participated in “Kasama Junior High school Ekiden relay competition”. They also visited local junior high school to deepen friendship with Japanese students.
Murayama City hosted a training camp of the Bulgarian rhythmic gymnastics team.

The athletes experienced Japanese culture, enjoyed Japanese cuisine and cherry-picking, visited schools, had joint training with the rhythmic gymnastics club of a junior high school, and held a performance session open to the public.

- Experiencing Japanese cuisine
- Experiencing tea ceremony
- Cherry-picking
- Performance session open to public

Buffet style lunch & dinner with Japanese and Bulgarian dishes were served at their hotel. The same dishes were served to other guests as well.
A world-famous master of djembe drum from Guinea has been visiting Mishima Village almost every year since 1994 to teach djembe to children in Mishima.

Djembe is now played at various moments in the village.

Mishima wants to have exchanges after the Tokyo 2020 Games inviting Guinea Olympians to the village.
**Activities of Host Town (Togo-Hyuga City)**

- The Ambassador of Republic on Togo in Japan first visited Togo Town in Hyuga City whose name (“Togo”) sounds similar to the country’s name.
- Hyuga City is now registered as the Host Town of Republic of Togo. The city plans to invite Togo Olympians to participate in Hyuga Hyottoko Summer Festival after the Tokyo 2020 Games.

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Ambassador’s visit to Tsuboya elementary school in Hyuga City.
Ambassador with Mayor of Hyuga City.
Ambassador’s first Hyottoko dance experience.
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“Hyuga Hyottoko Summer Festival”
Take place in August every year.
Dancers participate from all over Japan.
Let’s find a Host Town!

We support you to find a partner town.

If you are interested, contact us!

E-mail: contact.host-town.q6u@cas.go.jp